Digital Marketing Institute

DMI PRO 9

Practical Exercises – Exercise Solutions

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EXERCISE 6: YOUTUBE AND DISPLAY ADVERTISING

The aim of this module is to equip learners with the technical understanding and skills to build and maintain an effective Display and Video advertising strategy. The module covers setting up and managing Display and Video campaigns, creating Display and Video ads to run on the Google Display Network and YouTube, applying ad targeting, and then analyzing their effectiveness using metrics reports from Google Ads and Google Analytics.
The Practical Exercise associated with this module includes three tasks.

Task 1 – Upload a Video Ad to YouTube

The first task requires the learner to upload a new sales promotion TV ad to YouTube and then also to share it with a company's followers on Facebook and Twitter, as outlined in the scenario details provided in the exercise.

Learning Objectives

- Upload a video to a YouTube channel
- Use best practices to manage video content on YouTube

Step 1: In the Scenario page, select **Upload a video ad to YouTube** from the list of tasks.

Step 2: Read the steps required and select **Let's Begin** to move forward.

Step 3: Select a **Create Channel**.

Step 4: Select **GET STARTED** to create your new channel.

Step 5: Select **Use a Custom Name**.

Step 6: Enter *Organic BewT* as the channel name.

Step 7: Select the checkbox to confirm that you are happy with the channel settings, and then select **CREATE**.

Step 8: Drag the channel description to the description field.

Step 9: Drag the website *www.organicbewt.au* to link field.

Step 10: Drag the profile name **organicbewt** to the Facebook, Twitter, and Instagram fields, and then select **SAVE AND CONTINUE**.

Step 11: Select the small camera icon with a '+' in the top-right corner of the page.

Step 12: Select **Upload video**.

Step 13: Select **Select files to upload**.

Step 14: Select **Straya Day Promo Video** from the pop-up window.

Step 15: Drag the title **50% off for Australia Day** into the field.

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Step 16: Drag the description **Enter 50% off all Organic BewT moisturizers for Australia Day** into the description field.

Step 17: Select the green thumbnail image and select **NEXT** to continue.

Step 18: Select **Publish**.

Step 19: Select the **No, it's not made for kids** option and then select **NEXT**.

Step 20: Select the **NEXT** button on the next screen.

Step 21: Select **Private** to set the privacy of your video.

Step 22: Select **Publish**.

Step 23: Select **CLOSE** to complete the task.

[Task complete]

Task 2 – Create a TrueView Video Campaign

The second task requires the learner to link a company's YouTube account to Google Ads and then create a TrueView in-stream ad in Google Ads as part of a video sales promotion campaign, based on the scenario details provided in the exercise.

Learning Objectives

- Link a YouTube channel with a Google Ads account
- Create a Standard Video Advertising campaign in Google Ads
- Use Google Ads to create campaigns and ads for YouTube

Step 1: In the Scenario page, select **Create a TrueView video campaign** from the list of tasks.

Step 2: Read the steps required and select **Let's Begin** to move forward.

Step 3: Select **LINK ACCOUNT** to begin.

Step 4: Select **Organic BewT**.

Step 5: Select **Campaigns** in the column on the left-hand side.

Step 6: Select the large blue circle with the **+** symbol.

Step 7: Select the goal **Product and brand consideration**.

Step 8: Select the **Video** option.

Step 9: Keep **Influence consideration** selected and click **CONTINUE**.

Step 10: In the 'Campaign name' field, enter **Video-Straya Day Sale**.

Step 11: Enter $8.50 to set your daily budget, and then click **CONTINUE**.

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Step 12: Deselect the **Video partners on the Display Network** checkbox.

Step 13: Enter *United States* in the search field and select **Advanced search**.

Step 14: Select **Exclude** beside 'United States'.

Step 15: Enter *3* into the Impressions cap field, *3* in the Views cap field, and then select **SAVE AND CONTINUE**.

Step 16: Enter an ad group name in the field.

Step 17: Select **Audiences** to select your intended audience.

Step 18: Type *beauty* in the search field and press **Enter**. Then select the audiences you want to target. Next, select **SAVE AND CONTINUE**.

Step 19: Enter a maximum CPV bid in the field. Next, select **SAVE AND CONTINUE**.

Step 20: Select the link to your video.

Step 21: Select the **Skippable in-stream ad** option.

Step 22: Drag **organicbewt.com/strayaday** to the empty field next to 'http://'.

Step 23: Drag **organicbewt.com** to the empty field below 'Display URL'.

Step 24: Drag **Straya Day Sale** to the empty field below 'Ad name'.

Step 25: Select **CREATE CAMPAIGN** to finish.

[Task complete]

Task 3 – Target in-Market Audiences

This task requires the learner to target a specific audience for a video campaign using Google Ads, based on the scenario details provided in the exercise.

Learning Objectives

- Apply audience targeting to Video campaigns
- Configure exclusions in Google Ads to refine where ads appear in Video campaigns
- Apply contextual targeting to Video campaigns
- Configure exclusions in Google Ads to refine where ads appear in Video campaigns

Step 1: In the Scenario page, select **Target to in-market audiences** from the list of tasks.

Step 2: Read the steps required and select **Let's Begin** to move forward.

Step 3: Select the **Video-Straya Day Sale** campaign.

Step 4: Select **Ad groups** from the column on the left.

Step 5: Select the large blue circle with the **+** symbol.

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Step 6: Select the empty field next to 'Ad group name' and enter *Eco-friendly Millennials*.

Step 7: Select **Demographics**.

Step 8: Narrow your demographics by deselecting **Male** and **Unknown**.

Step 9: Deselect the **35 – 44** to **Unknown** checkboxes, and then select **Next**.

Step 10: Select **What they are actively researching or planning** from the column on the left.

Step 11: Select **In-market audiences**.

Step 12: Select **Beauty and Personal Care** from the list.

Step 13: Select **Finish**.

[Task complete]

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